



6th Annual NCDA&CS Food Business Conference

Growing by the Numbers

Who: Growth Stage Food Entrepreneurs & Established Food Companies

Where: NC Biotechnology Center, 15 TW Alexander Drive, RTP, NC 27709

When: Wednesday, February 14, 2018

Cost:

Early Bird Registration (Early Bird Registration Deadline is January 5, 2018): \$45/person

Registration Fee January 6 – February 1, 2018: \$55/person

A G E N D A

9:00 – 9:30 – Registration and Networking

9:30 – 11:00 – Using U.S. Census Data to Discover Your Market Potential - Kelly Karres, Data Dissemination Specialist, U.S. Census Bureau

Choose your best retail outlets by finding out where your most likely customers live and how much they spend in your food category.

11:00 – 11:15 – Break

11:15 – 11:30 – Overview of NCDA&CS Marketing Programs, Sherry Barefoot, Marketing Specialist, NCDA&CS

Learn about all of the programs available through NCDA&CS to help you grow your food business.

11:30 – 12:30 – Using Census Data to Estimate Market Share and Revenue - Annette Dunlap, Agribusiness Developer, NCDA&CS

Figure out how many potential customers you have and what sales volume you can expect for 2018.

12:30 – 1:15 – Lunch

1:15 – 2:30 – Using Google Analytics to Fine Tune Your Target Market - Jessica Davis, Digital Strategist, Level360, LLC

Discover who is looking at your website, how long they are staying there, and what page they're on when they leave your site. Use the information to figure out how to capture sales, as well as the best time to post on social media and boost those posts.

2:30 – 2:45 – Wrap Up and Adjourn

[Registration Form](#)

RSVP Deadline:

**Registrations and Payment Must be Received
by February 1, 2018**

